

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT MACDONALD, INC.

Ad No. 114—Concept, Text Photo—Ray, No. 99012—Photo—A/S Mend—R/S & 1152—National Magazine, 1974
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Parliament. The recessed filter cigarette.



1. Songwriter Murray Kalish couldn't compose himself without his cigarette holder. Besides, it gave him cleaner taste.



2. No need for a cigarette holder today. Parliament's filter is recessed, so you taste only rich, clean tobacco flavor. It's in tune with the times.

It works like a cigarette holder works.



Kings 95 mg "tar," 0.9 mg. nicotine av.
100's 10 mg. "tar," 0.7 mg. nicotine av.
per cigarette, FTC Report Mar '74.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



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